Her Roots

Style Identity Guide

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Company Backstory

Her Roots is a company specializing in sustainable gardening and locally grown plants, founded in 2020 in memory of a mother who passed down her love for gardening to her daughter. Based in the United States, Her Roots grew out of a backyard project, in Danville California, into a community-focused company. The inspiration came directly from a promise to keep a mother's garden alive, and the trigger for launching the company was the desire to turn that personal tradition into something that could inspire and support others who find meaning in growing things. Our target audience is mainly adults aged 35-100 who live in suburban or semi-rural areas, many of whom have homes with yards or outdoor space, and who value tradition, beauty, and sustainability. Marketing data shows average U.S. gardeners are around 43-45 years old and spend over $500/year on gardening materials.

HR

Logo Guidelines

Color Use

CMYK - 3, 91, 100, 1
RGB - 228, 61, 37
HEX# e43d25

CMYK - 33, 100, 100, 50
RGB - 104, 11, 13
HEX# 680b0d

CMYK - 0, 0, 0, 100
RGB - 0, 0, 0
HEX# 000000

CMYK - 0, 0, 0, 0
RGB - 255, 255, 255
HEX# FFFFFF
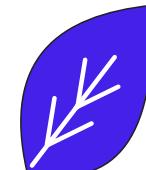
CMYK - 82, 79, 0, 0
RGB -63, 37, 228
HEX# 3f25e4
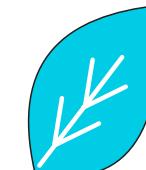
CMYK -64, 0, 12, 0
RGB -37, 203, 228
HEX# 25cbe4
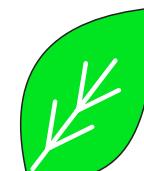
CMYK - 66, 0, 100, 0
RGB -37, 228, 63
HEX# 25e43f

CMYK - 10, 41, 99, 0
RGB - 228, 158, 37
HEX# e49e25

CMYK - 88, 33, 100, 26
RGB - 13, 106, 11
HEX# 0d6a0b
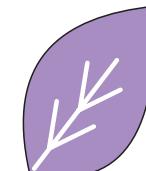
CMYK - 34, 46, 0, 0
RGB - 176, 142, 228
HEX# b08ee4

Logo Guidelines

Single Ink Use
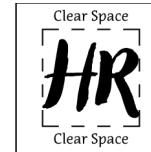
- Logo needs breathing room, do not crowd it with text or any other elements. This area is the "clear space".
- Measure the height of an element with the logo EX: the cap height of a letter. Use that as a buffer around the logo on all sides.
- Monogram cannot be any smaller than 0.5" x 0.5", Logo can be as small or as big as needed as long as it's proportioned and not distorded.
- Keep proportions intact. Scale the logo proportianally to avoid distortion, stretching or squeezing.

Logo Guidelines
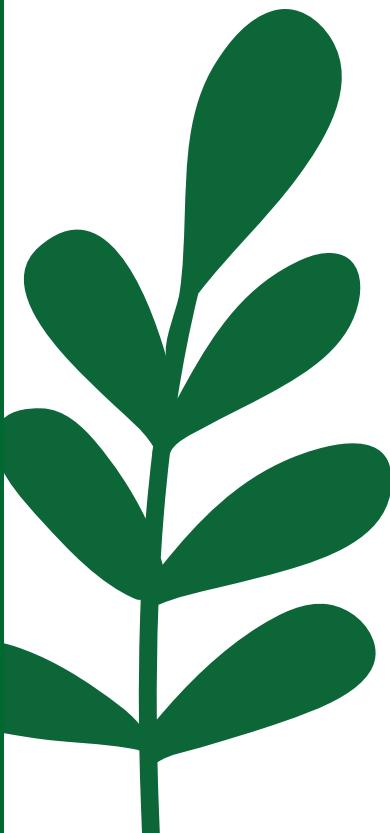
Not Too Tiny

Do Not Cut Off Any Parts

No Pattern Use

No Special Effect or Texture

Supporting Elements

Monogram Typeface

Adlery Pro

Logo Type Typeface

Abhaya Libre Semi Bold

Typography

Typeface Hierarchy

Headings

Acuta Black

Subheadings

Acuta Bold

Body

Acuta Light

HR

Branding

Packaging

Branding

Souvenir Items

HER ROOTS

Apple Scented Hand Soap
Made From
All Natural Ingredients

Lemon Scented Hand Soap
Made From
All Natural Ingredients

Apple Scented Hand Cream
Made From
All Natural Ingredients

HR